

# **Fiscal Year 2019 Traffic Safety Enforcement Program**



**June 2018**

## **BACKGROUND**

The number of fatalities decreased by 3 percent from 1,064 in 2016 to 1,028 in 2017.

Alcohol-involved fatalities increased 32 percent from 271 in 2016 to 359 in 2017. This increase reflects, in part, better reporting methods and data collection.

Seat belt use remained unchanged at 94 percent in 2017. The seat belt use rate of deceased occupants of motor vehicles equipped with seat belts remained statistically the same at 53 percent.

Every 1 percent increase in seat belt use results in 10 lives saved and 100 serious injuries are prevented.

## **GOALS**

- Reduce fatalities from 1,028 in 2017 to 1,023.2 by December 31, 2019.
- Reduce serious injuries from 6,084 in 2017 to 5,406.8 by December 31, 2019.
- Reduce the vehicle mileage fatality rate from 1.07 in 2017 to 1.02 by December 31, 2019.
- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 98 percent by December 31, 2019.
- Reduce number of fatalities in crashes involving a driver or motorcycle operator with a BAC concentration of .08 g/dl or higher from 236 in 2017 to 201 by December 31, 2019.
- Reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities by December 31, 2019.
- Prevent speeding-related fatalities from increasing from 245 fatalities in 2017 to no more than 260 fatalities by December 31, 2019.
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## **Overtime Traffic Enforcement**

The NHTSA developed a detailed model for conducting high-visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP adopted this model 15 years ago as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide mobilizations and crackdowns.

The NHTSA requires states to provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during three campaigns.

High-visibility enforcement increases compliance with traffic laws. On an annual basis, the OHSP reviews traffic crash data and identifies locations to fund overtime enforcement focusing on compliance with traffic laws.

A five-year review of traffic crash fatalities and serious injuries (KA) was conducted for unrestrained, alcohol impaired, drug impaired, speed related, and distracted driving. Although the crash trend data is reviewed on an annual basis, the high-crash counties tend to be the same each year.

The crash data was further analyzed at the community level. Law enforcement agencies in locations that experienced a high number of unrestrained and Had-Been-Drinking (HBD)/drug-involved fatal and serious injuries will be offered overtime traffic enforcement grant funding.

The OHSP awards cooperative traffic enforcement grants. The number of grants awarded takes into consideration the level of overtime enforcement funding approved. A lead agency is identified in the selected county to coordinate the enforcement efforts of other local law enforcement agencies within the county.

In addition to the county-cooperative grants, the Michigan State Police (MSP) conducts overtime enforcement through grants with each of its seven districts.

The grant budgets for each project were determined using how many agencies would be involved; a base number of two four-hour shifts during each week of a national mobilization for each agency; at an average cost for overtime salary and fringe benefits.

#### Impaired driving and seat belt enforcement

The impaired driving overtime traffic enforcement plan will include saturation patrols in 24 counties (representing 72.1% of the 5-year average alcohol-involved and/or drug-involved KA's). Sobriety checkpoints are illegal under Michigan's constitution.

Seat belt enforcement will take place in the same 24 counties (representing 75.4% of the 5-year average unrestrained KA's). Although Michigan is a high belt use state, we chose to use the federal requirement for low belt use states to conduct seat belt enforcement in geographic areas in which at least 70% of unrestrained fatalities and serious injuries occur. We believe this is a key strategy to maintain Michigan's high seat belt use rate.

Agencies will be encouraged to conduct seat belt enforcement in a zone using signs/stands for enhanced visibility.

The counties will include:

- Allegan

- Bay
- Berrien
- Calhoun
- Chippewa
- Genesee
- Grand Traverse
- Ingham
- Jackson
- Kalamazoo
- Kent
- Livingston
- Macomb
- Marquette
- Monroe
- Montcalm
- Muskegon
- Oakland
- Ottawa
- Saginaw
- St. Clair
- Van Buren
- Washtenaw
- Wayne

#### **Enforcement periods:**

- ✓ October 18 – 31, 2018 (Impaired driving)
- ✓ December 12 – 31, 2018 (Impaired driving)
- ✓ May 20 – June 2, 2019 (Seat belt)
- ✓ July 1 – 14, 2019 (Impaired driving)
- ✓ August 20 – September 2, 2019 (Impaired driving)

#### **Corridor enforcement**

Interstate enforcement initiatives using MSP patrols in the Lower Peninsula will be conducted during the summer of 2019. The hazardous driving behaviors (i.e. speed, distraction, etc.) and primary causes for KA's on the freeways will be the focus of enforcement efforts.

#### **Enforcement period:**

- ✓ May 1 – September 30, 2019

#### **Earned Media and Outreach**

Enforcement periods will be supported by a comprehensive earned media strategy. This will include:

- Start of mobilization news releases and news events
- Mid-mobilization news releases

- Results news releases

In addition to earned media activities, materials will be sent to all law enforcement agencies for the October, December, July and August impaired driving crackdowns and the May seat belt enforcement mobilization period. Typically agencies receive banners to display at prominent locations and posters to distribute in their community to increase seat belt use and remind motorists about the dangers of drinking and driving.

The OHSP has developed additional traffic safety assets that law enforcement agencies and other traffic safety partners can utilize throughout the year to extend awareness and increase seat belt use and reduce the incidence of driving impaired by drugs or alcohol during stepped-up enforcement efforts.

New messaging that incorporates a drugged driving component for impaired driving will be added to increase awareness about the dangers of drugged driving.

### **Paid Advertising**

Paid advertising guarantees messages will be played on stations and programs that appeal to the people most likely not to wear a seat belt or drive impaired.

Young men remain the focus of messaging efforts for both seat belt and impaired driving enforcement. Advertising mediums will include radio, television, and cable as well as websites. Advertising programming will be selected based on its efficiency and effectiveness.

A new television and radio ad for *Click it or Ticket* enforcement will be created.

### **Non-grant Funded Enforcement**

All law enforcement agencies in the state will be encouraged to take part in and support the statewide traffic enforcement periods, regardless of receiving overtime traffic enforcement grant funding. Through a special mailing, OHSP will provide background and support materials for the mandatory enforcement periods to all 600 Michigan law enforcement agencies.

### **Evaluation and Monitoring**

A comprehensive and ongoing monitoring and evaluation program can identify areas of particular success and locate areas needing improvement; and more accurately pinpoint weaknesses.

Enforcement plans will be updated at the local level based on crash data and available manpower at each law enforcement agency. In order to deploy resources in the most effective manner, a continuous process of adjusting the plans may allow for special events in local areas, such as festivals, and construction projects during the enforcement periods. The evaluation of data (enforcement action taken) after each enforcement period will allow adjustments regarding the deployment of future patrols as well.

A seat belt direct observation survey will take place after the Memorial Day enforcement period. Phone surveys will take place before and after the May and August enforcement efforts and will include an oversample of young men. The surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts.

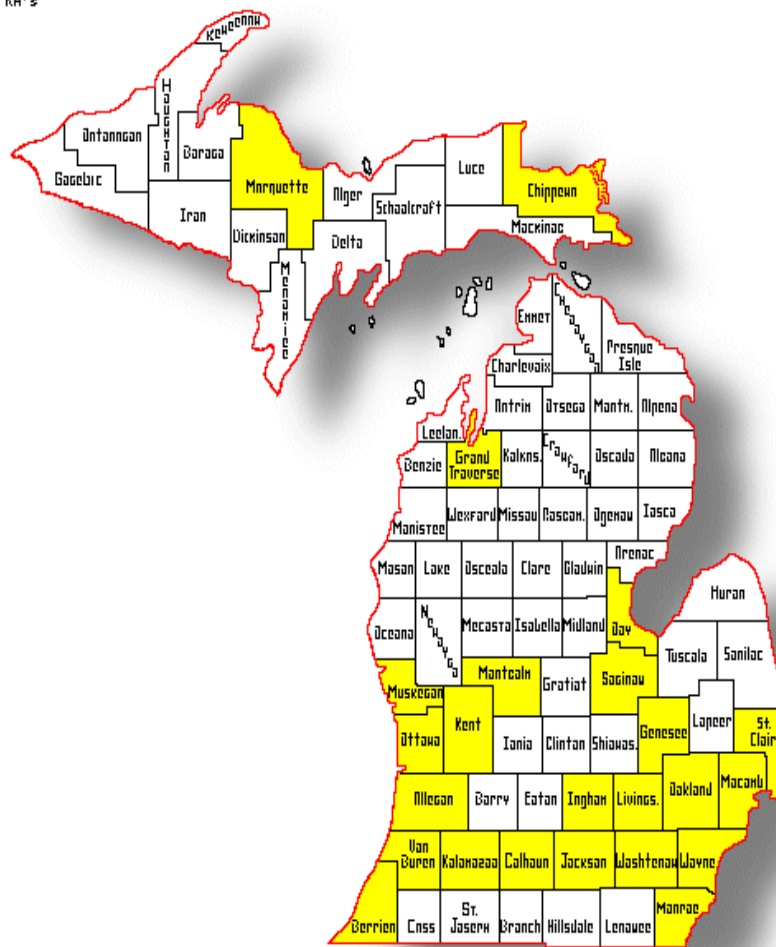
### **Regional Law Enforcement Training**

It has long been a struggle for agencies to find the resources to send law enforcement officers out of the local area for specialized training. This was validated at the December, 2016 National Highway Traffic Safety Administration (NHTSA) Law Enforcement Roundtable Meeting in Lansing, MI, when administrators reported the biggest hurdle to sending officers to training is the lack of available personnel to backfill positions while others are away. In the Upper Peninsula and Northern Lower Michigan, sending an officer to Lansing requires up to two full days of travel in addition to the training time.

Two *Below 100 Officer Safety* training programs will be conducted in the Northern Region. The programs will focus on the five (5) tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

## FY19 Impaired Driving and Seat Belt Enforcement Locations

● - High # KA's



Source: diymaps.net (c)